

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA FILM COMMISSION  
WEDNESDAY, MARCH 19, 2008  
3:00 PM

*(This meeting was held at Room 391, Alameda City Hall, 2263 Santa Clara Avenue)*

1. CALL TO ORDER AND ROLL CALL

Chairman Duffin called the meeting to order at 3:10 p.m.

Present: Chairman Duffin. Commission Members: Collins-Levi, Copperwaite, Dorrance, Grey, Tabor, and Walker

Absent: Commission Members: Gray, Green, Laven, and Lowell

Staff: Commission Secretary: Sue G. Russell  
Commission Recording Secretary: Rosemary Valeska

2. MINUTES

Minutes of the Special Meeting of December 5, 2007

Motion (Dorrance), seconded, and unanimous to approve the minutes of the December 5, 2007 Special Meeting as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC *(For discussion of items not on the agenda – please file a Speaker's Slip with the Recording Secretary.)*

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

Janet Austin, Assistant Film Coordinator, Oakland Film Commission

Chairman Duffin introduced Ms. Austin. He commended the cooperation he has received from the Oakland Film Office and stated that Janet is “one of the best people out there.” Chairman Duffin then asked the Commission Member to introduce themselves to Ms. Austin and give a brief recap of their areas of expertise. Chairman Duffin then requested that the subcommittee oral reports be given at this time, as this would help Ms. Austin learn about the work of our film commission.

## 7. REPORTS

- Oral Report – Marketing Subcommittee

Commission Member Copperwaite gave the presentation. The Marketing Subcommittee has met a couple of times since the last full Commission meeting. They are in the process of determining priorities as well as working in conjunction with the Hangar 12/Production Studio Subcommittee. She then distributed a prototype of a marketing brochure for Hangar 12. Ms. Austin stated that we need to be marketing as a region. Ms. Russell asked Ms. Austin to think about ways that Alameda could tie in and support what Oakland is doing. Commission Member Walker noted that Hangar 12 could not be marketed as a soundstage until it is soundproofed, which would be very expensive. He added that for that reason, we need to focus on attracting ongoing TV work, which would pay for infrastructure improvements. Commission Member Copperwaite noted that the production use of Hangar 12 would promote green industry and be a good reuse of this building since tearing it down is really not an option. Chairman Duffin stated that development at Alameda Point would not be happening for awhile, so this is the perfect time to pursue the production opportunities. With a consortium of two major cities plus the base, we could attract production. Commission Member Copperwaite gave Ms. Austin a CD containing our PowerPoint photo presentation that is being refined for the Film Commission website. Ms. Austin distributed copies of the postcard that the Greater SF Bay Area Film Commissions is using for marketing the region. Unfortunately, the San Francisco Film Commission declined to participate in this effort. Commission Member Walker asked Ms. Austin if Oakland did direct marketing with studio heads of production. Ms. Austin stated that Ami Zins had done that early on. Commission Member Dorrance asked Ms. Austin if San Francisco was changing their attitude. Ms. Austin stated that she did not know about that; however, Oakland does get referrals from them. Ms. Russell stated that she was hoping to get a representative from San Francisco to give a presentation regarding their incentives program to the Commission. Ms. Austin stated that State Senator Perata has recently come around to the idea of statewide film incentives and has proposed a trailer bill. A rebate plan is being discussed. Ms. Russell stated that Chairman Duffin had written a letter on behalf of the Alameda Film Commission to the City of San Francisco in support of their incentives expansion, and that we would do the same when it was time to write a letter of support for Senator Perata's plan. Commission Member Walker noted that the incentives model is the State of New Mexico. Chairman Duffin asked Ms. Austin about film-related activities at the former Oakland Army Base and the status of the Wayans brothers' proposal. Ms. Austin stated that there are 25 film-related businesses operating out of warehouses. The Port of Oakland may tear down these warehouses and Ms. Austin's office is trying to get the leases extended. Regarding the Wayans project, the Wayans had submitted a proposal to Oakland; however, Oakland rejected it. The Wayans may decide to build a studio on private property.

- Oral Report – Locations Subcommittee

Commission Member Grey reported that Ms. Russell had recently attended the California-only locations trade show in Los Angeles. Ms. Russell stated that at the trade show, it became apparent that we could tell the story of Alameda with the right photos, instead of a cumbersome locations photo library. Commission Member Grey stated that the Film Commission's website would be changed by removing the invitation to the public to register their properties; instead, they would have the option of requesting a site visit. That way the photo quality would be insured. We will be adding more photos to the PowerPoint for the website. Ms. Russell stated that a joint meeting of the Marketing and Locations Subcommittees would be scheduled to work on this. Commission Member Dorrance suggested that we keep updated CD's available to send to production companies as needed. Commission Member Walker asked Ms. Austin about the turnaround time for permits in Oakland. Ms. Austin responded that it depends on the circumstances but they have a quick turnaround; there is good coordination with the Police Department and requests can usually be handled with just a phone call. Oakland is required to post parking notices in residential areas at least 72 hours in advance.

- Oral Report – Internal Operations Subcommittee

Ms. Russell reported that the first reading of the ordinance amending the Municipal Code as it relates to film permits occurred at the March 18 City Council meeting. The ordinance would remove language imposing specific time periods for permit processing but instead, would make them subject to "administrative regulations." After the ordinance goes into effect, a meeting will be scheduled with Police, Fire, and Central Permits. Ms. Austin stated that in Oakland, permits are issued by the Film Permit Office.

- Oral Report – Hangar 12/Production Studio Subcommittee

Commission Member Copperwaite stated that she would like to discuss the topic of film festivals. Commission Member Walker stated that the Cow Palace is scheduled to be torn down and that this would create additional need for event space. He also stated that Hangar 12 and Area 51 could handle events previously held at the Cow Palace. We can offer over 160,000 square feet plus office space. We could use our event space and parking as an anchor to liaison with other film festivals. San Francisco and Oakland can provide the hotel rooms. Chairman Duffin offered to take Ms. Austin on a tour of Area 51 and Hangar 12.

8. WRITTEN COMMUNICATIONS

There were no written communications included in the agenda packet. Ms. Russell stated that she would e-mail to the members the most recent list of film permits issued. Commission Member Walker stated that he had a small film planned at his facility in May.

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

Ms. Russell asked Ms. Austin about film festivals in Oakland. Ms. Austin stated that there is an Oakland International Film Festival; however, the Oakland Film Office does

not have a close relationship with them. Sometimes Oakland gets some spillover from the San Francisco Film Festival. Commission Member Dorrance stated that we should see if Alameda could get some spillover business from the San Francisco and Marin Film Festivals.

10. ADJOURNMENT

The meeting was unanimously adjourned at 4:30 p.m.

Respectfully submitted,

Sue G. Russell  
Film Liaison/Economic Development Coordinator

SGR:rv